



Regular registration deadline is September 13, 2019.  
Go to [www.accp.com/am](http://www.accp.com/am)

# 2019 ACCP Annual Meeting

October 26-29, 2019

New York Hilton Midtown  
New York, New York



## Raise Your Profile in the Clinical Pharmacy Marketplace

### Reach hundreds of potential customers this October!

Want to reach your target audience at the 2019 ACCP Annual Meeting on Clinical Pharmacy? Here's an opportunity you can't afford to miss!

Vendors in the ACCP community can deliver their important marketing messages to the hundreds of conference attendees—quickly and easily. All it takes is an advertisement in the ACCP's conference newspaper, *Annual Meeting News*. You will be delivering your marketing message to industry decision makers.

Does your institution have employment opportunities in the clinical pharmacy field? Looking for a cost-effective opportunity to promote educational and training opportunities? Advertising in the digital and/or print issues of *Annual Meeting News* will reach a wide audience. Each year, 5-10 college and universities use ACCP *Annual Meeting News* advertising as a recruiting tool.

### Distributed on site!

Why advertise in the conference newspaper? Simply put, it's a great return

on your advertising dollar. Three issues of ACCP's conference newspaper, *Annual Meeting News*, will be published onsite. Each issue will be actively distributed to attendees as they enter the meeting area each morning, and digital versions will be circulated online.

The daily newspaper is actively distributed to all attendees, and is chock full of news and features on the industry, ACCP, and the ACCP Annual Meeting.

You can be sure your message is widely read because we'll have personal distribution of the newspaper in the ACCP registration area and everywhere that meeting attendees gather. Everyone will read it and take it back to the office for colleagues! This high quality, tabloid-size newspaper is the first place attendees will turn for breaking news, articles, photographs, and ACCP news. Be a part of it!

### Cost-effective promotion!

Tell new customers about your products and services. Re-establish contact with existing clients. Raise awareness in the industry. Promote your company and services by using this once-a-year

opportunity to connect with the movers and shakers in clinical pharmacy. Get your company's news out to the right audience!

Connect with ACCP members and attendees seeking placement and training opportunities.

*Annual Meeting News* offers value-conscious rates that insure the cost-effectiveness of your message. See the following page for complete details.

### Preview & highlights issues!

Advertising in the digital-only preview and/or highlights issue will get your company's message in front of a wide audience. These issues will be emailed to more than 15,000 ACCP members in September (preview) and November (highlights).

### Contact us:

The American College of Clinical Pharmacy has partnered with CustomNEWS, Inc. to provide this valuable publication. Purchase advertising today by calling Jenn Waters at (240) 401-6779 or [jwaters@showdailies.com](mailto:jwaters@showdailies.com).

## Read the issues from the ACCP 2018 Global Conference Editions.



Click on images to view digital versions.



Regular registration deadline is September 13, 2019.  
Go to [www.accp.com/am](http://www.accp.com/am)

# 2019 ACCP Annual Meeting

October 26–29, 2019

New York Hilton Midtown  
New York, New York



## Issue Dates

Preview – September 2019  
Issue 1 – October 26, 2019  
Issue 2 – October 27, 2019  
Issue 3 – October 28, 2019  
Highlights – November 2019

## Deadlines

### Preview Issue

**September 13, 2019**

*Insertion Order deadline*

**September 18, 2019**

*Materials deadline*

### Onsites & Highlights Issues

**October 4, 2019**

*Insertion Order deadline*

**October 11, 2019**

*Materials deadline*

## Advertising Rates and Specifications

Size	Electronic Issues 1x/2x	Width x Depth	1X	2X	3X
Bellyband			NA	NA	\$11,250
Back Cover		9 3/4" x 14"	NA	NA	\$8,100
Full Page	\$1,300/\$1,800	9 3/4" x 14"	\$1,875	\$3,475	\$4,875
Half Island	\$1,075/1,500	7" x 9 3/4"	\$1,550	\$2,875	\$4,150
Half Page	\$800/1,200	9 3/4" x 7"	\$1,350	\$2,675	\$3,925
1/3 Page	\$700/1,100	7" x 7"	\$1,225	\$1,900	\$3,100
1/4 Page	\$600/1,000	4 3/4" x 7"	\$950	\$1,600	\$2,400
Recruitment					
Classifieds	\$400/600	4 3/4" x 3"	\$350	\$645	\$875

- Four-color: Add \$750 per issue.
- All rates are gross rates. Appropriate agency commissions apply.

### Contact:

CustomNEWS

Jenn Waters, (240) 401-6779, [jwaters@showdailies.com](mailto:jwaters@showdailies.com)

## Specifications

**Sizes** – Trim size is 11" wide x 15" high and printed on 50# (uncoated) stock. No bleeds, except for spreads across the gutter. Ads should be designed to the sizes indicated. Differently-sized ads will be reduced/enlarged to fit the ad size as closely as possible. If provided ads include crop marks, publisher will crop the image accordingly and reduce/enlarge to fit the ad size as needed.

**Files** – High-resolution Adobe PDF files are strongly preferred. All fonts must be embedded. Files can be e-mailed, sent on a PC-readable CD, or posted to our ftp site (contact us for transfer procedure). All colors should be built out of CMYK process. Files must include high-resolution graphics (300 dpi or better) and all fonts (screen and printer). Color reproduction is assured to generally-accepted industry standards for cold-web newspaper printing.

**Proof** – A printed proof of the file itself is strongly recommended with submission of disk or e-mail. If e-mailing the file, please send the proof by standard mail. Otherwise include it with

the final package. Without a proof, we are not responsible for the outcome of the ad (color, fonts, text, etc.). Advertisers will be billed at cost for time required to prepare files to above standards, author's alterations, etc.

**Suggestions** – For best reproduction: Maximum combined density of 240% with one solid. Two secondary colors should not exceed 75% each. Any single color not intended to print solid should not exceed 80%. Add 10% undercolor removal for cyan. Type should be surprinted in areas having tint values of 30%. Four-color type reserves should not be smaller than 10 points, 14 points if using a narrow font. Reverse out of at least 70% tone value in black, magenta, or cyan.

**Agency Commission** – CustomNEWS will pay a standard 15% commission to recognized agencies.

**Materials** – Please send all advertising materials to [jwaters@showdailies.com](mailto:jwaters@showdailies.com). YouSendIt or Drop Box are the preferred methods for submitting files.

## Insertion Order

### Company Information

Company Name: \_\_\_\_\_  
Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Ad Agency Information (if applicable)

Agency: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Space Reservation

Number of Issues: \_\_\_\_\_ Ad Size: \_\_\_\_\_  
Gross amount: \_\_\_\_\_ Color: B/W 4C  
Agency Commission (if applicable): \_\_\_\_\_  
Net Amount: \_\_\_\_\_  
Payment: Bill Me Credit Card

### Charge Information

Card (check): Visa  Mastercard  American Express  Discover

Account #: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_  
Zip code of credit card billing address: \_\_\_\_\_  
CSV/CVC Code: \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Cancellation Policy:** Advertisers cancelling after September 16, 2019 will be billed for 50% of the total net cost. Advertisers cancelling after October 4, 2019 will be billed for 100% of the total net cost.

#### Send Insertion Order to:

CustomNEWS  
jwaters@showdailies.com  
Phone: (240) 401-6779  
Fax: (240) 257-7171